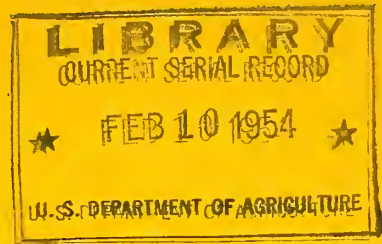


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Consumer PURCHASES OF FRUITS AND JUICES

in October
1953



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.
November 1953

FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN OCTOBER 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

Householders bought the equivalent of about 5,770,000 boxes of oranges in October 1953, in the form of frozen concentrated orange juice, canned single-strength orange juice, and fresh oranges. This was an increase of more than a half million boxes compared with the corresponding month last year. Most of the increase was the result of about 50 percent larger purchases of fresh oranges. Purchases of frozen orange juice were up about 10 percent, but this was more than offset by smaller purchases of canned orange juice. Purchases of frozen orange juice exceeded those of a year ago, but they were about a third of a million gallons less than in June this year, partly as a result of higher prices.

Prices consumers paid for fresh oranges were generally down from a year ago. California-Arizona oranges averaged only about 37 cents a dozen, 6 cents below the average in October 1952. Florida oranges also averaged 37 cents a dozen—a 5-cent decline from a year ago. Prices paid for canned orange juice were up nearly 5 cents per 46-ounce can, averaging 33.4 cents, and those of frozen orange juice were 2.5 cents higher, averaging 18.6 cents per 6-ounce can.

Purchases of fresh grapefruit also were larger, totaling about 960,000 boxes compared with 545,000 a year ago. This in part reflected the earlier harvest in Florida this season. Prices householders reported averaged about 92 cents a dozen, about 7 cents less than a year ago. Purchases of canned single-strength grapefruit juice in October 1953 were below those of a year ago, amounting only to about 884,000 cases during the month compared with about 1,000,000 cases in October 1952. However, householders paid 27 cents a 46-ounce can for grapefruit juice, which was 4 cents more than in October last year. Combined purchases of canned grapefruit juice and fresh grapefruit were equivalent to 1,790,000 boxes of fruit, 14 percent more than in October a year ago.

In October, purchases by householders of fresh lemons, concentrate for lemonade, and lemon juice were equal to 410,000 boxes of fresh fruit, up more than a fourth from a year earlier. Purchases of lemon juice were the same as in October of last year. The increase came from a third larger purchases of fresh lemons and the more than half again as large purchases of concentrate for lemonade. Prices consumers paid for fresh lemons—almost 46 cents a dozen—were unchanged from October a year ago, and prices paid for frozen concentrate for lemonade—about 17 cents per 6-ounce can—were practically unchanged. Prices paid for canned and bottled juice averaged a little more than 13 cents per 5½-ounce can, up almost 1.5 cents.

Householders bought a total of almost 7,200,000 cases of No. 2 cans of single-strength juices in October. This was about the same quantity as was bought in October a year ago. Purchases of all canned citrus juices except lemon juice were below the levels of October 1952, but purchases of tomato juice were substantially larger. Prices paid for citrus juices were up compared with a year earlier, while prices paid for pineapple and prune juices were up moderately, and prices paid for tomato and grape juices were down slightly.

FROZEN JUICES AND ADES

Householders bought about 4,200,000 gallons of frozen concentrated orange juice in October 1953, slightly less than in September (table 2). Prices reported for frozen orange juice averaged 18.6 cents per 6-ounce can—up slightly from the previous month. Purchases in October were about a third of a million gallons less than those of last June when prices averaged only 16.1 cents per 6-ounce can. The decline in purchases compared with those of last June resulted from a small decline in number of families buying frozen orange juice as well as in the quantity bought per buying family.

About 243,000 gallons of frozen concentrated grape juice were bought by householders in October, a sharp decline from the preceding month, but about two-fifths more than in October a year ago (table 2). Prices consumers paid for frozen grape juice averaged about 21.8 cents per 6-ounce can compared with 22.5 cents a year earlier.

Purchases by householders of frozen concentrate for lemonade amounted to 267,000 gallons in October, down seasonally from September, but about two-thirds more than was bought in October 1952 (table 2). Prices reported for frozen lemonade were almost unchanged from those of the last 12 months, averaging 17.2 cents per 6-ounce can. Buying families bought on the average about 3 of the 6-ounce cans each during the month compared with an average of 4 cans in the summer months.

Purchases of canned single-strength orangeade by householders amounted to 356,000 cases of 24 No. 2 cans during October, down seasonally from the 413,000 cases purchased in September. Prices reported by householders buying canned orangeade averaged 28.1 cents per 46-ounce can, almost unchanged from the preceding month. About 3 percent of the families made purchases during the month.

In October, purchases by householders of shelf-pack concentrated orangeade totaled an estimated 118,000 gallons, down seasonally compared with the nearly 200,000 gallons bought the previous month. Prices averaged about 16 cents per 6-ounce can, practically unchanged from September.

Consumers bought an estimated 59,000 gallons of frozen concentrated orangeade in October at an average price of about 17 cents per 6-ounce can. This was nearly the same quantity and price reported the preceding month.

CANNED JUICES

Household purchases of canned single-strength juices in October 1953 were equal to almost 7,200,000 cases of No. 2 cans (table 1). This total was almost unchanged from a year ago. Substantially larger purchases of tomato and prune juices and somewhat larger purchases of grape juice offset the smaller purchases of all canned citrus juices except lemon juice. Householders paid about the same price for most canned single-strength juices in

October as in the preceding month. Compared with a year earlier, however, they paid considerably more for all canned single-strength citrus juices, moderately more for pineapple and prune juices, and slightly less for tomato and grape juices.

In October, householders bought 1,170,000 cases (equivalent No. 2 cans) of canned single-strength orange juice (table 1). This volume was almost the same as in the preceding month, but it was 15 percent below a year ago. These purchases were the smallest reported for any month since November 1949. About 11 in 100 families bought canned orange juice during the month while in October a year ago about 13 in 100 made such purchases. The average quantity bought per buying family remained about the same--a little more than 2 of the 46-ounce cans. Prices paid averaged a little more than 33 cents per 46-ounce can during October, almost 5 cents more than a year earlier. Householders bought the equivalent of about 828,000 boxes of fresh oranges in the form of canned single-strength juice and orange-grapefruit blended juice during the month. This represented 14 percent of the fresh fruit equivalent of purchases of canned and frozen orange juice and fresh oranges during the month. A year earlier purchases of canned juice represented almost a fifth of the fresh fruit equivalent total and in October 1951 were equal to a fourth of the total.

Consumers bought about 884,000 cases (equivalent No. 2 cans) of canned single-strength grapefruit juice in October (table 1). This was about 100,000 cases more than in September, but it was down 12 percent from a year ago. Purchases were made by almost 1 in 10 families, somewhat more than in October 1952, but the purchases averaged slightly smaller in October 1953. Prices paid by householders averaged 27 cents per 46-ounce can, 4 cents more than a year earlier.

Purchases of canned orange-grapefruit blended juice by householders amounted to 326,000 cases (equivalent No. 2 cans) in October (table 1). This was almost a fourth more than in September but it was down slightly more than a fourth from October 1952. Consumers paid an average of 32 cents per 46-ounce can, up more than 5 cents from October 1952.

Householders' purchases of canned and bottled lemon juice were equal to 57,000 cases of No. 2 cans in October, unchanged from a year earlier (table 1). Somewhat more families made purchases than in the same month a year ago, but the average quantity bought by buying families was down slightly. Prices paid averaged a little more than 13 cents per 5 $\frac{1}{2}$ -ounce can, almost 1.5 cents higher than in October 1952.

Consumers bought about 1,300,000 cases (equivalent No. 2 cans) of canned pineapple juice in October (table 1). This quantity was almost the same as that purchased in October of the 2 preceding years. Prices paid by householders averaged 31 cents per 46-ounce can, about 2 cents more than in October 1952.

Householders bought almost 1,900,000 cases (equivalent No. 2 cans) of tomato juice in October a fifth more than a year earlier (table 1). Purchases were made by 1 in 5 families and the average quantity they bought, 2 of the 46-ounce cans, was a little more than a year earlier. Prices paid averaged 26.5 cents per 46-ounce can, down 1 cent from October 1952.

FRESH CITRUS FRUIT

About 1,900,000 boxes of fresh oranges were bought by householders in October 1953. Compared with October a year ago, purchases were up by more than half (table 3). This quantity, however, was about the same as in October 2 years ago and in October 1949. The larger purchases of fresh oranges in October 1953 were primarily the result of larger purchases of California-Arizona oranges.

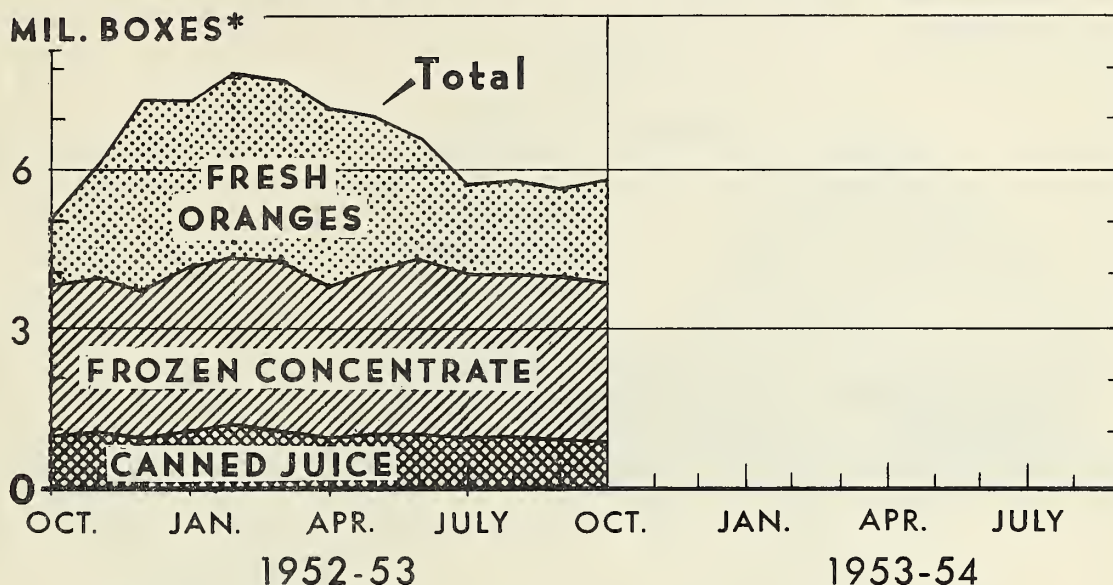
Consumers bought about 1,400,000 boxes of California-Arizona fresh oranges in October compared with about 900,000 boxes in October 1952 (table 3). Prices paid averaged 37 cents a dozen, about 6 cents less than a year earlier. A fourth of all families made purchases during the month and their purchases averaged 2-1/3 dozens per buying family. A year ago California-Arizona oranges were bought by only about a fifth of all families and their purchases averaged a little more than 2 dozen per buying family.

Early maturity of oranges in Florida this season was reflected in purchases by householders of about 300,000 boxes in October, substantially more than was reported in this month in the last few years (table 3). Prices paid averaged 37 cents a dozen, the same as for California-Arizona oranges, and were down 5 cents from a year earlier.

Purchases of fresh grapefruit by householders in October amounted to a little less than 960,000 boxes (table 3). This quantity was up sharply compared with purchases in October of any recent year reflecting in part early shipments from Florida this season. Prices paid averaged almost 92 cents a dozen during the month, about 7 cents less than a year earlier. More than 1 in 5 families bought grapefruit during the month and their purchases averaged a little more than 7 units per buying family, compared with slightly less than 6 units a year earlier.

Consumers bought 277,000 boxes of fresh lemons in October 1953, the largest quantity reported for this month since this series began in October 1949 (table 3). Compared with a year ago, purchases of fresh lemons were up about a third. This gain was made at the same time that purchases of concentrate for lemonade rose by more than half and purchases of canned and bottled lemon juice remained the same. This gain was the result of more families buying lemons—about 22 compared with 18 per 100—and to larger purchases per buying family, averaging a little more than 10 lemons during October compared with a little more than 9 during the same month a year earlier. Prices paid averaged almost 46 cents a dozen, unchanged from a year ago.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

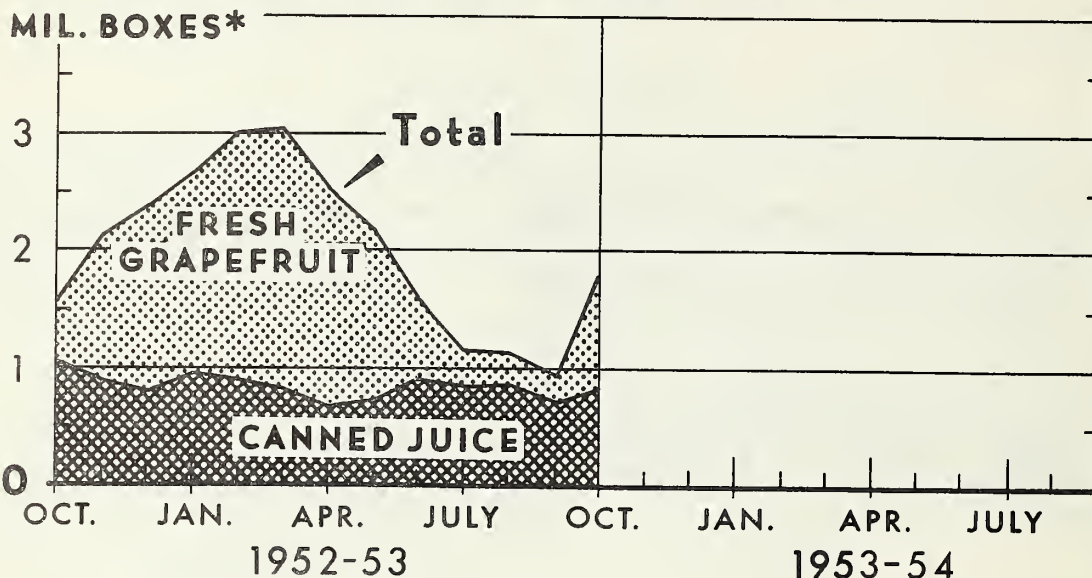
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
November		2,240		2,911		1,005		6,156
December		3,625		2,842		911		7,378
October-December ^{2/}		7,759		9,277		3,121		20,157
January		3,154		3,078		1,072		7,304
February		3,536		3,145		1,224		7,905
March		3,397		3,252		1,016		7,665
October-March ^{2/}		18,667		19,597		6,732		44,996
April		3,310		2,893		986		7,189
May		2,885		3,113		1,020		7,018
June		2,288		3,331		1,018		6,637
October-June ^{2/}		27,769		29,650		9,994		67,413
July		3/1,622		3,144		934		3/5,700
August		1,782		3,069		959		5,810
September		1,643		3,067		832		5,542
Season ^{2/}								

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-53(11) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date

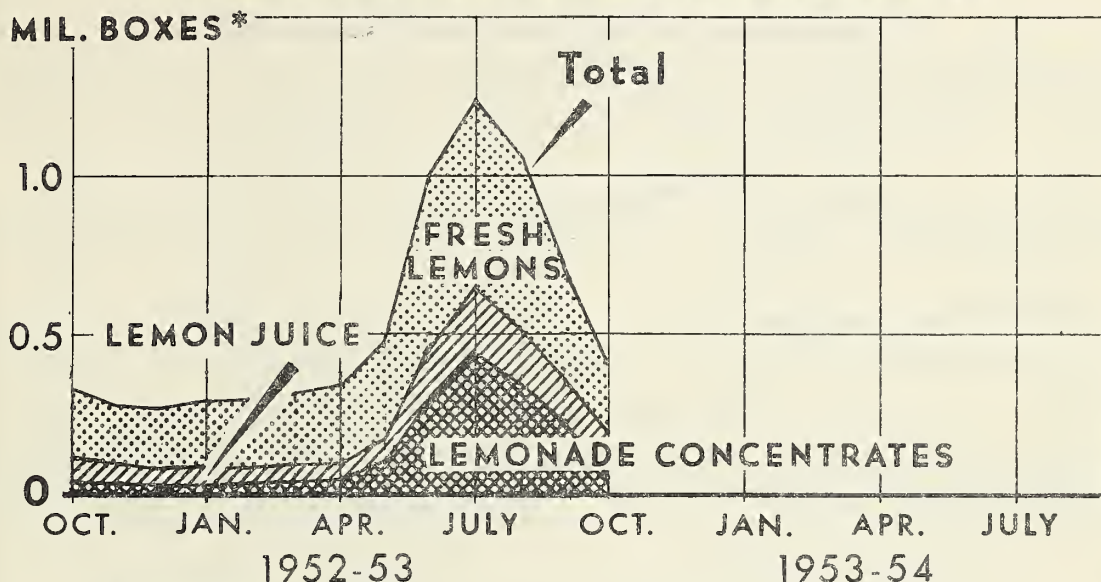
Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	959	545	831	1,030	1,790	1,575
November		1,240		900		2,140
December		1,588		808		2,396
October-December ^{2/}		3,738		2,952		6,690
January		1,703		975		2,678
February		2,093		913		3,006
March		2,216		835		3,051
October-March ^{2/}		10,284		5,884		16,168
April		1,848		687		2,535
May		1,446		748		2,194
June		686		924		1,610
October-June ^{2/}		14,494		8,427		22,921
July		3,305		851		3,156
August		267		874		1,141
September		221		721		942
Season ^{2/}						

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice ^{1/}		Concentrate for lemonade				Total	
					Frozen		Total ^{2/}			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	277	209	66	69	64	39	67	41	410	319
November		184		60		27		29		273
December		190		50		19		21		261
October-December ^{3/}		634		191		88		95		920
January		210		57		20		24		291
February		218		47		23		27		292
March		229		57		29		33		319
October-March ^{3/}		1,346		368		165		186		1,900
April		242		52		39		45		339
May		307		73		87		95		475
June		548		169		271		289		1,006
October-June ^{3/}		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season ^{3/}										

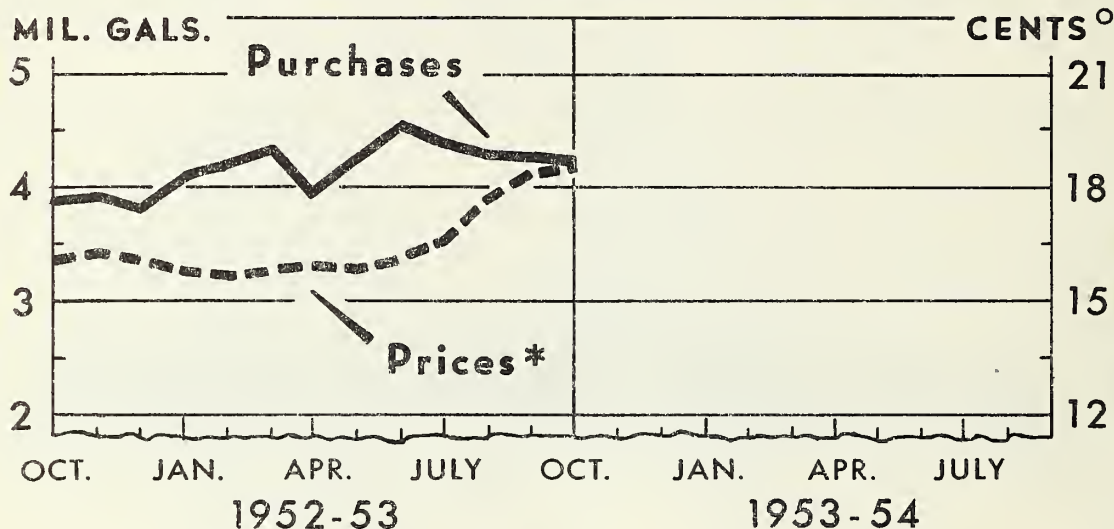
^{1/} Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

^{2/} Includes shelf pack lemonade base.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 4

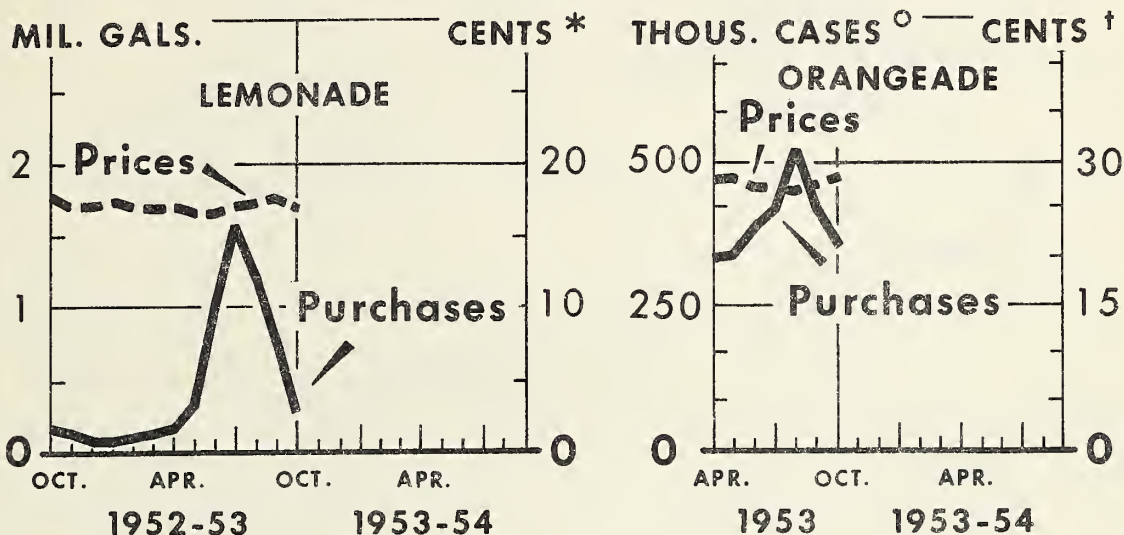
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	4,205	3,871	18.6	16.1
November		3,929		16.3
December		3,836		16.1
October-December 1/		12,519		
January		4,126		15.8
February		4,216		15.7
March		4,359		15.8
October-March 1/		26,353		
April		3,963		16.0
May		4,265		15.9
June		4,563		16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
 * CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November		110		17.0		2/		2/
December		77		17.0		2/		2/
October-December 3/		364				2/		
January		77		17.3		2/		2/
February		90		17.0		2/		2/
March		111		16.9		2/		2/
October-March 3/		662						
April		153		17.1		328		28.0
May		336		16.7		330		28.2
June		1,053		16.7		382		27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 3/		6,184				2/		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

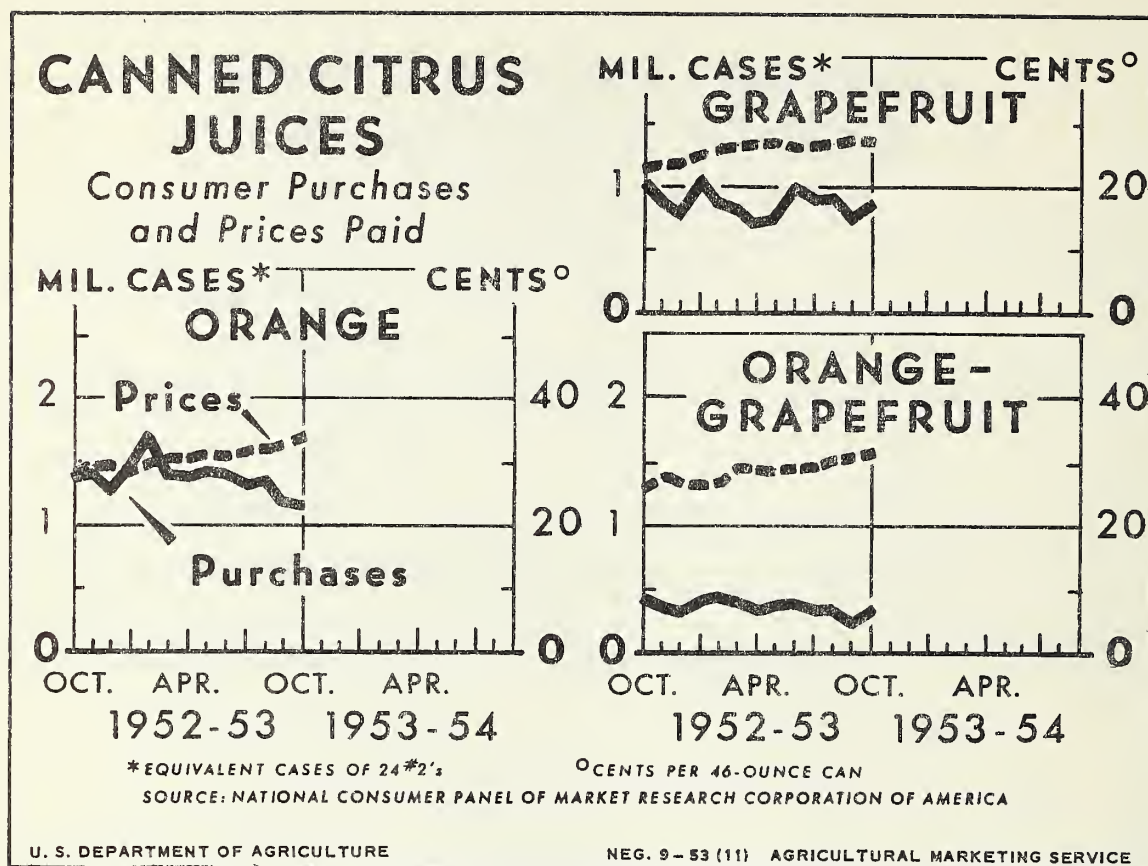


Figure 6

Canned citrus juices: Consumer purchases and average price paid,
October 1952 to date

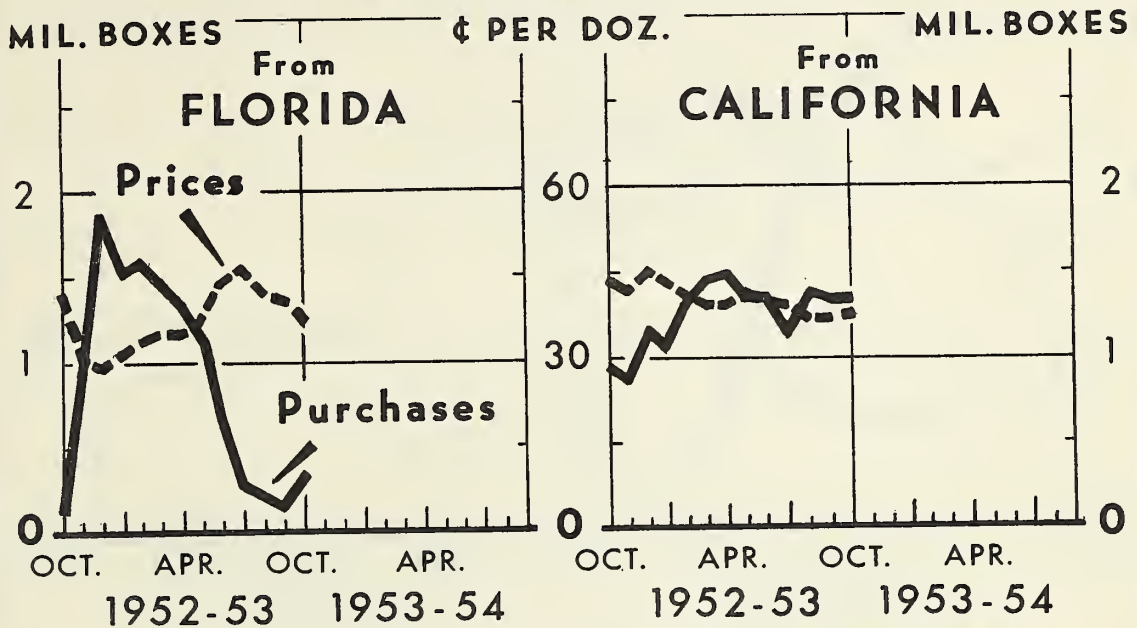
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November		1,412		29.6		875		23.6		393		27.6
December		1,292		29.6		797		24.2		330		26.9
October-December 2/		4,362				2,883				1,263		
January		1,497		28.6		1,012		25.3		413		26.6
February		1,720		29.7		915		26.0		452		27.4
March		1,411		30.5		840		27.0		408		29.2
October-March 2/		9,414				5,859				2,640		
April		1,402		30.6		704		27.2		352		29.2
May		1,440		30.9		766		27.2		383		29.2
June		1,436		31.1		991		26.4		384		29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 7

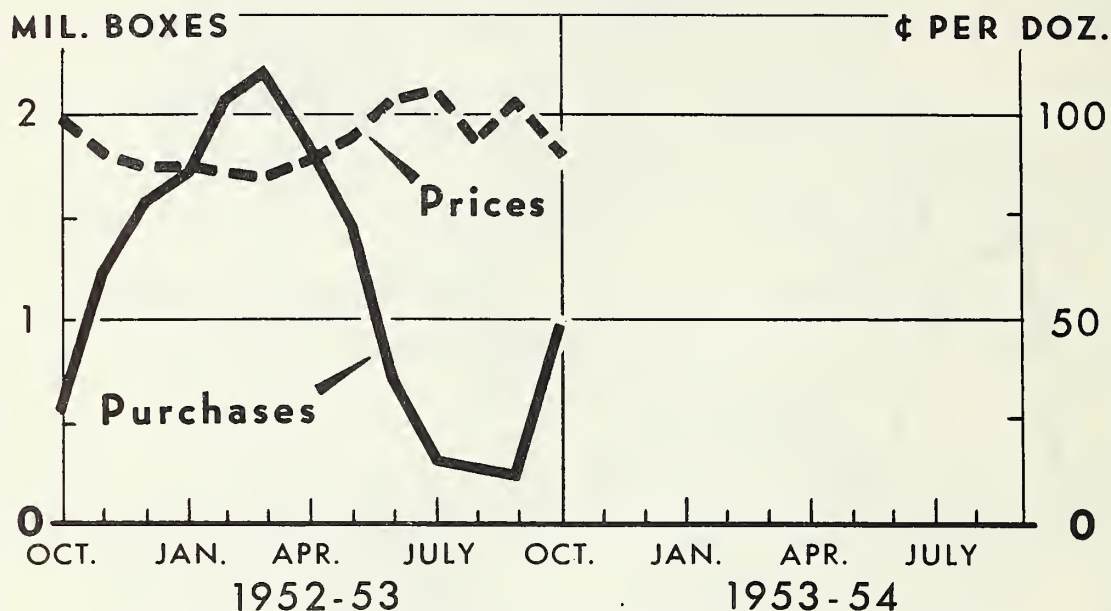
Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	302	138	37.4	42.4	1,379	933	37.4	43.3
November		947		30.3		866		41.7
December		1,870		29.3		1,147		45.8
October-December 1/		3,307				3,087		
January		1,520		31.8		1,072		43.2
February		1,600		34.1		1,305		40.7
March		1,474		35.6		1,444		39.3
October-March 1/		8,252				7,233		
April		1,347		35.6		1,494		38.9
May		1,137		37.0		1,352		41.1
June		617		44.3		1,350		40.1
October-June 1/		11,586				11,733		
July		256		47.8		1,127		39.2
August		190		42.0		1,376		36.7
September		130		41.3		1,331		37.1
Season 1/								

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 11-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	959	545	91.5	99.0
November		1,240		90.8
December		1,588		87.3
October-December ^{1/}		3,738		
January		1,703		87.5
February		2,093		85.3
March		2,216		84.4
October-March ^{1/}		10,284		
April		1,848		88.9
May		1,446		95.9
June		686		103.9
October-June ^{1/}		14,494		
July		2/305		105.9
August		267		94.0
September		221		103.6
Season ^{1/}				

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{2/} Revised.

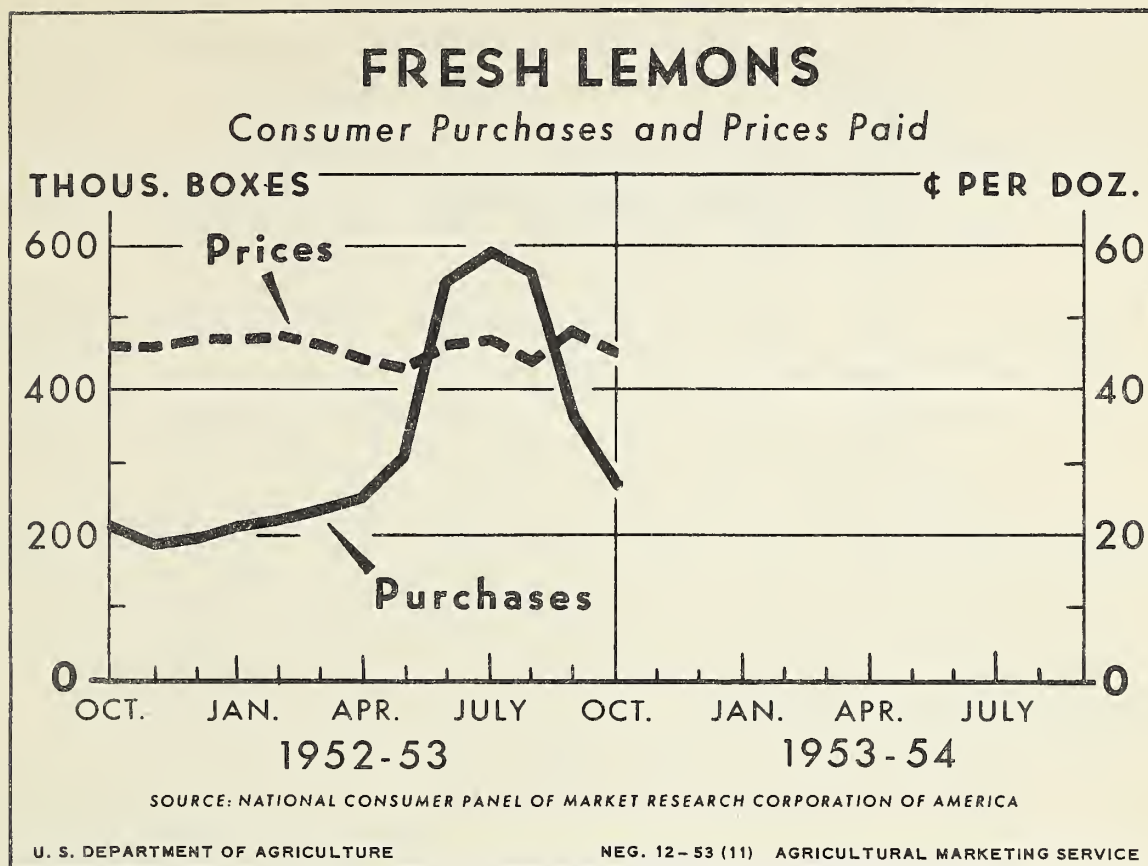


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	277	209	45.8	45.7
November		184		45.3
December		190		46.4
October-December 1/		634		
January		210		46.3
February		218		47.2
March		229		45.9
October-March 1/		1,346		
April		242		43.8
May		307		42.7
June		548		45.6
October-June 1/		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, October 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.4	13.3	1,170	1,375	1.8	1.8	55.8	57.5	46	33.4	28.8
Grapefruit	9.6	9.1	884	1,001	1.5	1.6	61.1	66.0	46	27.1	23.0
Orange & gpft. blend	4.1	4.7	326	450	1.5	1.6	50.5	60.4	46	31.8	26.4
Lemon	3.0	2.6	57	57	1.2	1.3	14.5	16.4	5½	13.4	12.0
Grape	4.5	4.1	199	177	1.4	1.4	31.0	30.3	32	34.9	36.2
Pineapple	15.7	15.6	1,338	1,310	1.6	1.5	52.7	54.4	46	31.0	29.1
Prune	7.8	6.7	509	447	1.8	1.7	35.9	36.8	32	33.2	31.8
Tomato	20.1	18.8	1,887	1,561	1.7	1.6	55.0	51.0	46	26.5	27.6
Total 2/	50.3	50.0	7,161	7,181	2.9	2.8	49.2	50.6			
Canned ades											
Orangeade	3.1	3/	356	3/	1.8	3/	62.0	3/	46	28.1	3/

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

3/ Information not available.

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Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, October 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	29.6	27.4	4,205	3,871	2.5	2.4	16.8	16.2	6	18.6	16.1
Grape	4.7	3.1	243	169	1.5	1.6	9.9	10.1	6	21.8	22.5
Other concentrates	1/	1/	243	78	1/	1/	12.4	10.0	6	16.9	18.8
Total 2/	31.9	28.7	4,691	4,224	2.7	2.7	15.9	15.5			
Ade bases											
Frozen											
Concentrate for lemonade	4.4	2.5	267	160	1.4	1.4	13.1	12.5	6	17.2	17.6
orangeade	1.1	1/	59	1/	1.3	1/	12.2	1/	6	17.0	1/
Shelf pack											
Orangeade	1.6	1/	118	1/	1.5	1/	14.7	1/	6	16.0	1/

1/ Information not available.

2/ Total includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price,
October 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	25.5	19.0	1,379	933	2.1	2.1	13.6	12.2	37.4	43.3
Florida	8.1	3.8	302	138	1.5	1.5	12.1	11.9	37.4	42.4
Unidentified	7.3	6.2	237	174	1.4	1.5	11.6	9.8	38.8	47.2
Total ^{1/}	35.9	26.6	1,944	1,261	2.1	2.1	13.1	11.8	37.5	43.7
Grapefruit										
California-Arizona	3.2	2.4	131	78	1.4	1.4	5.0	4.8	77.0	81.3
Florida	11.2	6.5	428	213	1.6	1.5	4.0	3.4	91.5	103.7
Unidentified	10.8	8.1	352	228	1.5	1.4	3.8	3.4	96.5	108.3
Total ^{1/}	22.9	15.7	959	545	1.8	1.6	4.0	3.6	91.5	99.0
Lemons	22.2	18.0	277	209	1.7	1.6	6.2	5.9	45.8	45.7
Total	53.3	42.2	3,180	2,015	2.9	2.6	9.1	8.3	45.0	49.9

^{1/} Includes small purchases of Texas fruit.^{2/} Except for total quantity purchased, totals include small purchases of other citrus fruit.

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